

CLAIMS

I claim:

1. A purse organizing system for removably positioning in a purse having a pair of side wall portions, end wall portions and a bottom wall portion opposite of an upper opening, the purse organizing system comprising:

an insert having a top and a bottom and being elongated between opposite ends, the insert comprising:

a pair of laterally spaced side walls, the side walls each having opposite ends;

a pair of longitudinally spaced end walls, each of the end walls extending between the side walls;

a bottom wall extending between the side walls and the end walls for closing a bottom and creating an interior, an open top being located opposite the closed bottom; and

at least one divider wall extending laterally between the side walls to divide the interior into two compartments.

2. The system of claim 1 wherein the at least one divider wall having an upper edge, the upper edge having a concave shape extending toward the bottom for facilitating finger gripping of items when the items are positioned in one of the compartments.

3. The system of claim 2 wherein the concave upper edge is arcuate.

4. The system of claim 2 wherein the concave upper edge is substantially V-shaped.

5. The system of claim 1 wherein each of the compartments is elongate with a length of each of the compartments being greater than a width of each of the compartments.

6. The system of claim 1 wherein widths of the compartments are substantially equal to each other.

7. The system of claim 1 wherein the insert includes a second divider wall that extends laterally between the side walls to create a third compartment in the interior.

8. The system of claim 7 wherein the third compartment is located between a first one and a second one of the two compartments, each of the compartments having a length.

9. The system of claim 8 wherein the length of the first and second compartments being substantially equal.

10. The system of claim 8 wherein the lengths of the first and second compartments being greater than the length of the third compartment.

11. The system of claim 10 wherein the length of each of the first and second compartments being approximately three times the length of the third compartment.

12. The system of claim 1 wherein the two compartments include a first compartment and a second compartment, a length of the first compartment being substantially equal to a width of the second compartment.

13. The system of claim 1 wherein the side and end walls are substantially transparent for permitting viewing of the interior through the walls.

14. The system of claim 1 wherein the side and end walls are substantially opaque for concealing the interior from view through the walls.

15. The system of claim 1 wherein each of the side walls has a height and a length, and wherein the length of the side wall is approximately three times the height of the side wall.

16. The system of claim 1 wherein each of the end walls has a height and a width, and wherein the height of the end wall is approximately twice the width of the end wall.

17. The system of claim 1 wherein at least one of the compartments is elongated in a direction parallel to an axis extending perpendicular to the end walls.

18. The system of claim 1 wherein the divider wall is immovable with respect to the side walls.

19. The system of claim 1 wherein each of the side walls and end walls is substantially rigid to resist crushing when placed in a purse.

20. The system of claim 1 wherein the at least one divider wall having an upper edge, the upper edge having a concave shape extending toward the bottom for facilitating finger gripping of items when the items are positioned in one of the compartments, the concave upper edge being arcuate;

wherein each of the compartments is elongate with a length of each of the compartments being greater than a width of each of the compartments;

wherein widths of the compartments are substantially equal to each other;

wherein the insert includes a second divider wall that extends laterally between the side walls to create a third compartment in the interior;

wherein the third compartment is located between a first one and a second one of the two compartments, each of the compartments having a length;

wherein the length of the first and second compartments being substantially equal;

wherein the lengths of the first and second compartments being greater than the length of the third compartment;

wherein the length of each of the first and second compartments being approximately three times the length of the third compartment;

wherein the side and end walls are substantially transparent for permitting viewing of the interior through the walls.

wherein each of the side walls has a height and a length, and wherein the length of the side wall is approximately three times the height of the side wall;

wherein each of the end walls has a height and a width, and wherein the height of the end wall is approximately twice the width of the end wall;

wherein the divider wall is immovable with respect to the side walls; and

wherein each of the side walls and end walls is substantially rigid to resist crushing when placed in a purse.